



Promoting Walking and Biking

Walking and biking can be fun recreational activities and great ways to get exercise. However, walking and biking can also simply be ways to get from here to there. As forms of transportation, walking and biking have several benefits both to the user and to your community: they provide exercise; they cost less than driving; they don't take up limited parking spaces; and they don't contribute to air pollution, greenhouses gases, or road congestion.

There are several things that can be done to increase the attractiveness and safety of walking and biking in your community. These are addressed on the "Facilitating Walking and Biking" page. Below we provide ideas and resources to encourage walking and biking as means of transportation.

The Idaho Transportation Department has biking/walking promotional resources on their web site at www.itd.idaho.gov/bike_ped/publications.htm and at itd.idaho.gov/SR2S/.

Marketing/Promotion Tools

- Hang fliers/posters around your community or specific work places to promote walking and biking as transportation (template provided).
- Submit letters to the editor or "op ed" articles to the local newspaper (template provided). *Each newspaper has its own submission and length requirements. Check with your newspaper before submitting.*
- Include an article in your own organization's newsletter or request that others (schools, churches, etc.) include it in theirs (template provided).
- Use social media, such as a blog, Twitter, or Facebook page, to promote and discuss walking/biking. As an example, see <http://walkbikeberks.blogspot.com/>.
- Purchase display advertisements in local newspapers (two templates provided). *Note: Each newspaper has its own submission requirements and sizes for advertisements. Check with your local newspaper. The templates can be re-sized to fit different requirements. Most newspapers will also design your ad for you for free – check with your local paper.*
- Sponsor a competition to recognize those who walk/bike or use other forms of alternative transportation (news release template and competition entry form template provided). *Issues to consider include when to hold the competition (length of time/time of year), who will be eligible (bikers/walkers or all users of alternative transportation), partners, prizes (perhaps donated by partners), and how winners will be chosen (random drawing, most miles, most number of trips, etc.).*

